

F16.1

28, Source attributes: Customer ID, Customer Profile, Pages visited, Shopping cart, . . . current business value MIHU DecisionFlow 32 40 true determine MIHU score determine 42 frustration 34 score true MIHU score every third page, true determine unless business (combines current business value, opportunity value > 70 frustration score, opportunity score) true 46determine whether to offer MIHU 38 MIHU override offer MIHU score true true (allows for simple "overrides" (combines MIHU score, MIHU override score, of MIHU score, e.g., MIHU has not and agent load) if leather coat gets been offered determine into shopping cart agent load yet then contribute 90)

true

Target attributes: offer MIHU, frustration score, ...

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F16.2

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	50 J	51	52		ر	7	1	1	j
						((000	
	Session ID	Page	Business	Frustration	Opportunity	MIHU.	Override	CSR	Offer
			Value	Score	Score	score	Scare	Lload	MIHU
59 -	250	1	7.0	6	0	46	0	80	false
60	250	2	70	14	0	54	0	81	false
61	250	3	70	20	0	60	0	81	false
62	250	4	70.	24	a	64	0	79	false
63		5	85	8	51	83	0	78	true
					_				
64	282	1'	40	6	0	25	Q.	83	false
65	282	2	40	_	_	-	0	82	false
66	282	3	57	_	_	-	90	82	true
647	282			116	29	43	_	-	-
68		L	l .	_	_	_	-	-	-
				ľ			-	-	-
70 -	282	7.	71	25	48	58	-	<u> </u>	
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F16.3

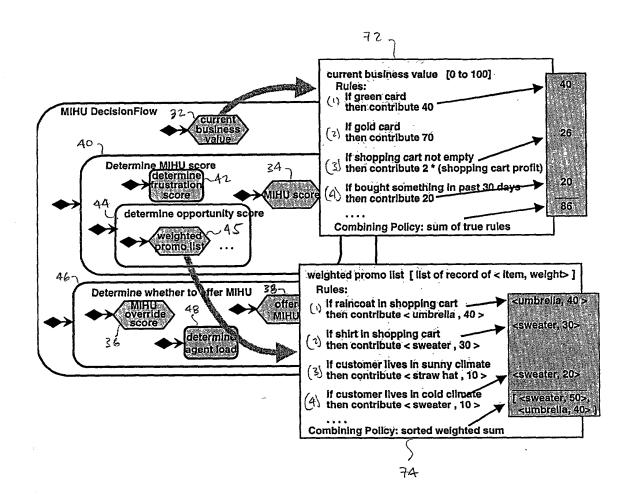
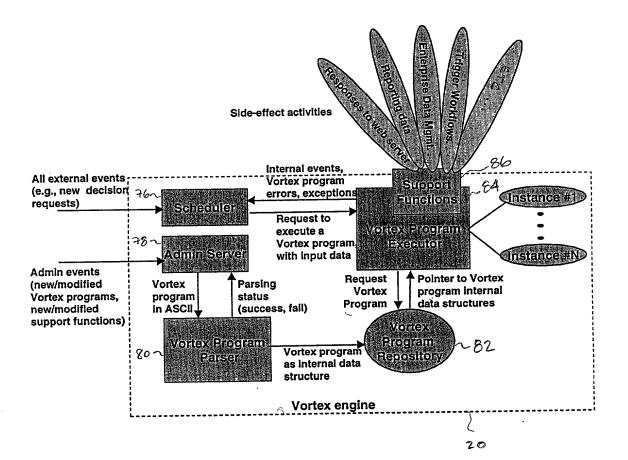


FIG. 4



F16.5

7				
Strategy	Converting	HTTPS	HTTP response	Hrrp
	SASV	handled?	I. Cart to See	rill response
Content generation sorinfis send	NS	77.	בייייייייייייייייייייייייייייייייייייי	parsing required
high lored compantion to		25 25 27	N.G	No
mgn-rever semiannics to engine				
Content generation cominte cond	Vec			
7	201	YCS		1/2-
raw HTML to engine			>	I CS
Wrapper scripts	Yes	Vbo	Marchia	
Diversion		103	TATIALY D.C.	Ycs
LIOXIGS	Yes	No	250	1,7
UZAh Common Distancia		2::	7.7	YCS
WED DELVEL LANGUISIONS	Yes	Yes	Vo	N
			-	

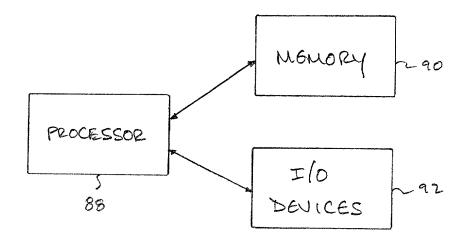


FIG. 7